

Honolulu Star-Bulletin

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EDITOR

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THE CHURCHES AND ADVERTISING.

Paid publicity in the advertising columns of newspapers and magazines has just received another signal endorsement.

Church of America, acting through representatives at the recent Ad Club convention in Philadelphia, formed a publicity board and will go into the advertising business to fill their pews and get a hold upon the non-Christian or non-churchgoer.

A budget of \$10,000 is being raised, headquarters are to be opened in New York, and the churches will enter the most extensive advertising campaign of its kind ever inaugurated.

The Rev. Dr. Christian F. Reisner, pastor of Grace Methodist Episcopal church, New York, who organized the Congress, and who is unquestionably the most successful pastor using publicity in the country, was elected president. George C. Shane of Philadelphia, a layman of the United Presbyterian church, who raised \$19,000 in a few months by means of church publicity, was chosen vice-president. Two other vice-presidents are W. Frank McClure of Redpath Lyceum Bureau, Chicago, and Walter W. Cribbins, president of the Pacific Coast Advertising Men's Association. The Rev. Daniel E. Weigle, pastor of Messiah Lutheran church, was made secretary, and the Rev. Samuel D. Price, pastor of Cavalry Presbyterian church, Camden, treasurer.

This Commission on Church Advertising and Publicity will hold annual conventions in connection with the Associated Advertising Clubs of the World, and will cooperate with the Federal Council of Churches of Christ in America.

"We are too afraid of that word sensationalist," says Doctor Reisner.

"I'd rather be called a sensationalist than a dead one, anytime. Christ was a sensational preacher, and if you are not following in His footsteps you had better leave the ministry and plow corn. We must adopt new methods and put the church on the map."

Declaring that nineteen-twentieths of the churches "are well-nigh empty on Sunday night," Doctor Reisner described the novel methods by which he fills Grace Church, New York. Within six years the evening services of this church have increased in attendance from 200 to 2000 on Sunday evenings, and the resultant income enables the congregation to make improvements costing \$70,000 upon its property. In this period the Sunday night collections increased from seven dollars to \$100.

The "punch" in paid publicity is winning for many big businesses. It will win for the churches. In many communities the churches are beginning to realize that to get hold of men and women they must first get these men and women to the churches.

People aren't particularly interested in being told they ought to go to church. It takes something besides advice to wake up the indifferent, to grip the uninterested.

Paid advertising has done it for those pastors vigorous enough, alert enough and intelligent enough to use attractive methods. They have proved that the message of Christianity, nineteen hundred years old, is yet modern enough to enter the lives and hearts of the people of today.

THIS APPLIES HERE.

The children of Philadelphia played three million five hundred thousand times last year under supervision in playing places provided by the city. What does that mean? It means that the number of street accidents involving the limbs or the lives of the children was enormously reduced. It means that if these recreative opportunities had not been provided the streets and the sidewalks must in a great many cases have been the playground. It is the way with a few thoughtless folk to ask superciliously, "What is the use of teaching children to play?" The question is answered by the figures of the use of the playgrounds for their fullest enjoyment and health-giving value, in lieu of police-dodging and furtive mischief, which is what street play often becomes. — Philadelphia Ledger.

HEARING FROM THE POLITICIANS.

It is an encouraging sign, it is a healthy sign, when the Epworth League of Honolulu takes an active interest in local politics.

Just as Pastor Loofbourrow says—what particular interest have the young folks of his church in the tariff, or the ship purchase bill, or the currency act, or the naval appropriations? These are quite naturally looked upon as somewhat vague and uninteresting pieces of legislation, affected not one whit by what Honolulu thinks of them.

But members of the Epworth League are interested in knowing what kind of a man is running for mayor, in knowing what laws are proposed for Hawaii, in knowing what the parties propose to do about such matters as schools and juvenile welfare. Therefore, they are asking party representatives to talk to them.

Each speaker is going to praise the platform of his own party, that is certain. He will, as the first speaker did, claim support for his party platform on the

ground that it pledges needed social legislation. The Epworth League will doubtless make due allowances for these warmly partisan presentations. There may be some criticism of taking politics into the churches, but the right kind of politics will do the churches good—and the right kind of churches will do politics good. Militant Christianity is needed in the politics of Honolulu as in the politics of every American city!

BOND-ISSUE AND BUSINESS.

Taxpayers of Honolulu would be much more ready than they are to vote for a \$750,000 bond issue if they knew who was going to spend the money.

The comment of the average "man in the street" heard nowadays is about this "I won't vote for any bond issue if the city hall bunch is going to spend the money."

He does not refer particularly to the present board of supervisors or to the present city officials heading departments. His distrust is not the result of any one administration or the outcome of any particular year of municipal finance. It is the distrust of a taxpayer who has heard from businessmen, from accountants, and more recently from a grand jury report that an unjustifiably large proportion of the city's revenues has gone into "overhead," and that an unjustifiably large proportion of this has been used to spread around where it would do the most good politically.

That's the situation, whether or not the work of this board has deserved it.

The taxpayer is asked to vote for a \$750,000 bond issue in November with a city election coming next May. Judged by the politicians trying to get control of local government—and with fair prospects of success—the situation is not such as to furnish any powerful argument for the bond issue. The Star-Bulletin believes that the bonding plan is the only one possible to furnish needed revenues for the city and provide improvements which the city should undertake, but this paper cannot overlook the fact that there is much distrust among taxpayers as to the city's disposition of revenues.

Addition of any further commissions or committees to the numerous official, semi-official and unofficial groups now in existence is not the most desirable way of handling the problem but at least we hope the financiers of the present city government will put their plans for this bond issue very definitely before leaders of the business community who will take an active interest in the problem.

This is a case for many heads to get together. Honolulu can afford to bond itself if the bond moneys are expended with business acumen.

Preachers have preached and writers written against dancing for a good many hundred years. Judged by results, their efforts have stimulated instead of diminished indulgence in the terpsichorean art and the various twists, contortions, writhes and wiggles which masquerade under the name of dancing. Not many years ago the pulpits and pamphleteers were inveighing against the waltz and two-step, which now appear quite innocuous beside the so-called "modern" dances. The craze for grotesque steps which has swept the country may be dying out, but not particularly because of campaigners on the ground of morals. Good sense and good taste are combining to eliminate some of the dances which, dispassionately viewed, are merely so unbecomingly as to be hideous. Any inveterate fangoer, fox-trotter or bunny-hugger will testify that in nothing more than in dancing does that old, cynical comment apply "Honi soit qui mal y pense."

Among the "mascots" of the militia encamped at Van Cortland Park are Villa, a peculiarly wicked and incorrigible mule, and Carranza, a goat. If Huerta had lived he might have gained recognition.—From the New York Sun.

The Washington idea seems to be that "humanity" is to receive strong support unless it is so unwise as to array itself in the uniform of the United States army.—From the New York Herald.

According to the Census Bureau, there are 21,000,000 men in this country fit for military duty. And only about 100,000 ready.—Philadelphia Ledger.

Five hundred Villistas, caught by a Carranza generalissimo, were given their freedom—to go out and hunt more Americans.

Russia took a Brody yesterday—probably with a war-whoop which was the Slav equivalent of "I get you, Steve!"

In two days more we shall know whether or not Judge Stuart meant that promise to resign.

Candidates for delegate to Congress appear shy about announcing themselves.

There's more to the Deutschland business than appears on the surface.

The Hawaiian Navy now has a pretty fine start.

Aloha, St. Louis!

Perhaps the missing Bremen dove clear under North America and is coming up at San Francisco or Honolulu.

Consider also, the bridal tourist traffic.

ATTACK ON FOLK AND ESTHETIC DANCES BRINGS FORTH DEFENDERS

Officials of Y. W. C. A. and Others Explain How Steps are Part of Physical Culture

"Folk and esthetic dances have been favorably recognized by schools, churches, women's associations and kindred organizations throughout the world," said Miss Leonora Andersen, physical director of the Y. W. C. A., when asked about the statement made by Right Rev. Henry Bond Restarick, D. D., bishop of the Episcopal diocese of Hawaii, and dean of St. Andrew's cathedral.

An article published in the July number of the Hawaiian Church Chronicle, entitled "The Pope and Dancing," refers to the teaching of folk dancing as a folly. It asserts that the children need every moment of their time for English.

"Folk dancing as well as esthetic dancing is a part of the physical culture system of the Y. W. C. A. of America," said Miss Cora C. Varney, acting general secretary of the Y. W. C. A. "The association believes that physical culture is as necessary to the young girl as work in education. Without strong bodies the education that is obtained often proves valueless. Every university, every private school and hundreds of churches have installed gymnasiums, and folk dancing is taught in nearly every educational institution in America. I was surprised to hear an expression of disapproval. This is the first that has come to my notice."

"The associations of the country have deemed it necessary to establish a system of physical education, and many times people have opposed gymnasiums, folk dancing, tennis and basketball, but these games have become a standard in all athletic work. As for social dancing the association has never approved it here, and only in a few cases has an attempt been made to try the system out. In New

ark, for instance, the Y. W. C. A. built a platform in one of the factories where the girls were given an opportunity to dance under the supervision of the association."

"Our work in esthetic dancing and folk dancing has been patterned along the lines of the work done in the colleges, churches and associations on the mainland," said Miss Andersen. "These dances have been not only popular but helpful in gymnasium work, and many of the garden fetes have met with the kindest expressions. The fact that the New York public school system has made the folk and esthetic dancing compulsory proves that the work must be recognized."

A number of pupils of esthetic dancing were interviewed on the subject and all agreed that the folk and esthetic dances as taught by Miss Andersen had been most helpful. "The May festival at Mrs. W. F. Frear's residence is proof of the helpfulness, and there was no folly about it," said one of the pupils.

"Way, in one of the classes this work was approved, and in the recent chrysanthemum fete at the Royal Hotel, the proceeds went toward an Episcopal church. Then again, the feast of the little lanterns was also given for the St. Peter's church, which is in the Episcopal diocese. I like the work, and am surprised that it should be condemned."

Recent information received brings out the fact that esthetic dances are becoming more of a factor in the physical culture in Hawaii. The College Club has been promoting such dances at the Kaula playgrounds, and Miss Eunice Carter, teacher at St. Andrew's Primary, has been instructing the children in the dances. Puna-hou and other schools have favored the dances. Miss Carter, who has been instructing the pupils in the playground work, is a pupil of Miss Andersen of the Y. W. C. A.

DEATH COMES TO SUFFERERS WHO WAIT TOO LONG

Health Board Appeals to Those Suffering From Tuberculosis to Ask Help in Time

Because people suffering from tuberculosis in Honolulu wait until they are in the last stages of the disease before applying for the free treatment given by the board of health to any one asking for it, deaths from the white plague in this city have been on the increase in July, from this cause alone, says a statement issued by the board today. In other words, men and women are dying because they wait too long. Deaths have occurred this month in a week to 10 days of the time cases were reported.

"A large percentage of new tuberculosis cases which are being reported are dying within a week or so of the time of the report," says the statement. "This is an indication that these cases are reported for treatment in the last stages of the disease when it is practically impossible to give them any medical relief, whereas in the early stages of tuberculosis an apparent cure is very often possible."

"Honolulu physicians invariably report within 24 hours after a case comes to them, and in this way have been cooperating splendidly with the board of health and giving the board excellent assistance in its fight against this disease."

"The territorial government is spending thousands of dollars a month and thousands more are spent privately to wipe out tuberculosis in Honolulu."

"No new case has been refused free treatment immediately upon application in the last 12 months, showing that the organization is perfected and entirely able to handle the present situation. It depends entirely on the patients themselves as to whether tuberculosis is to continue or not in Hawaii."

Figures compiled by the board's anti-tuberculosis bureau show that there have been six deaths out of 13 cases reported since July 1 in this city.

"This means," adds the statement "that from five to 10 uninfected persons were exposed to each of these 13 cases from three to six months prior to the report, without proper instructions for self-care, and that the chances of their infection have thus

CORNER STONE OF NEW TEMPLE WILL BE LAID SUNDAY

Priests From All Parts of Islands Here to Join in the Ceremonies

The corner stone laying ceremony at the new Honowai mission temple will commence at the present mission grounds of Fort street, near Vineyard at 1 o'clock tomorrow afternoon.

More than 30 priests under the Monkwai mission will be present from various islands. At 2 o'clock the corner stone will be carried out from the old temple to the new site on Fort street above the school by students of the Mission's Educational Homes, all members of the Japanese Young Men Buddhist Association. The procession will include the Young Women's Association, Buddhist Women's Society, building committee, islands priests, headed by the Hawaiian band. The corner stone will be carried with a long line of rope, of red and white.

When the corner stone reaches the new site, the second part of the ceremony will be open. This the public can attend. Rev. Osoku will preside. There will be addresses by members of the American, as well as the Japanese community.

The program will be as follows: Opening address.... Bishop Imamura Address..... Rev. Li Address..... Governor Pinkham Address..... Consul-General Moroi Address..... W. R. Farrington Rev. D. C. Peters will speak representing Christian churches. Rev. Li will speak representing all sects of Buddhist missions in this territory.

Presidents of the local Japanese newspaper firms will also speak.

SISTERS GIVE FINE ACT AT FORT SMOKER

At the smoker given Thursday night at Fort De Russy in honor of the change in the old 10th and 55th Companies, C. A. C., to the 1st and 2nd Companies, Fort De Russy, the hula dances were given by a dancer secured for the occasion, while the Aflague sisters gave a song and dance skit which was much appreciated.

been very great. The success of our campaign depends entirely on the

Mail Order

Houses Thrive in Jay Towns Where

Paid Publicity Starves

Mail Order Houses Win by Publicity Paid Publicity, of the most carefully planned type.

Mail Order Houses lose when the local merchants of a town Tell the People What is in the Local Store.

Live Merchants tell the people what is in the store, and Do Not Wait for customers to Just Happen Around and Wonder if They Ought to Buy. Paid Publicity's Merchandise Power.

MAIL ORDER METHODS

Mr. Herman Rosenthal, advertising manager for Sears, Roebuck & Co., of Chicago, recently told the members of the American Ad Club one of the methods by which that company extended its trade. "We have a bureau whose duty it is to read, each week, the country newspapers from all over the country. There is not a paper of any consequence in our territory that our bureau does not get. This bureau looks over these papers, and when we find a letter where the merchants are not advertising in the local paper, we immediately flood that territory with our literature. It always brings results far in excess of the same effort put forth in territory where the local merchants all the time use their local paper."

NEW NURSING RATES WILL GO INTO EFFECT TUESDAY, AUGUST 1

The Star-Bulletin recently published the story of a meeting of the Honolulu graduate nurses at which meeting a new scale of prices for the nurses' services was adopted. It takes effect August 1 and is as follows:

General nursing \$4.00 per day or \$24.00 per week. Cases of four days and under, \$5.00 per day. Obstetrical nursing from date nurse is engaged, \$30.00 per week. Nursing of insane, drugs, or alcoholic cases, \$5.00 per day.

Contagious and infectious cases as specified below, \$5.00 per day. Scarlet fever, diphtheria, measles, erysipelas, tuberculosis, venereal and ma-

licant diseases and typhoid.

For attending at operations or one-day engagement, \$5.00.

Laundry and traveling expenses are charged on all out-of-town cases.

When a nurse is expected to sleep during the day or night at her home and is required to furnish her own meals, special arrangements should be made early in the engagement.

Nurses on 24 hour duty should have not less than six hours sleep and three hours of duty. Additional patients, \$5.00 per week.

What is claimed to be a satisfactory method for plating aluminum upon iron has been invented in France.

Of spring metal and wire is a new device to encircle a person's foot and prevent the loss of an overshoe.

a trifle over
\$70.00 per acre
for Cane lands

418 acres ideally situated on Windward Hawaii, nearly all in cane now, and leased at a yearly rent that nets

6 1/2% interest
on the Sale Price of \$30,000



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Your Table Silver

can never be any too nice. The patterns we carry in Silver as well as Heavy Plate will appeal to your good taste.

VIEIRA JEWELRY CO. 113 Hotel St.

--especially Halelenu

Have you ever seen our magnificent twenty-five acre tract in Manoa—right in the heart of the valley? Its all ready for your inspection now—improvements are all in and many fine houses have already been built or are now building.

Can't you arrange to see this choice subdivision soon? If its inconvenient for you to go out there through the week with one of our salesmen, why not go out Saturday afternoon or Sunday? You will find it at the end of the car line on your right.

Lots average about 13 cents per sq. ft. and range in price from \$1100 to \$2500.

REMEMBER that WE are pledged to pay the 2 cents per sq. ft. assessment that is to be levied against Manoa property.

Henry Waterhouse Trust Co., Ltd.
Fort and Merchant

Nuuanu Valley

Lot of 49,953 sq. ft. for sale; 207.9 ft. frontage on Judd Street. Beautiful view of the ocean.

Price only \$5,500.

Guardian Trust Co., Ltd.

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